

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 188124

64

ORIGIN ARA-20

INFO OCT-01 ISO-00 USIA-15 COME-00 CU-05 EB-11 PA-04 PRS-01

FCC-03 OTPE-00 CIAE-00 INR-11 NSAE-00 RSC-01 /072 R

DRAFTED BY ARA/ECP:EMCOHEN:JD
APPROVED BY ARA/ECP:WEKNEPPER
USIA/ILA: PNIEBURG
COMMERCE:BIC/OIM/LAD: TBREWER
USIA/ILA: LESTES
COMMERCE:BIC/OIM/LAD: RMUENZER
COMMERCE:BDC/S&ED: MNYHEN
CU/ARA: MCHAPLIN
ARA/BC: JMAISTO
ARA/EP: WCLARK EB/OCA:NSLAKAS
----- 076443

R 272126Z AUG 74
FM SECSTATE WASHDC
TO AMEMBASSY BOGOTA
AMEMBASSY CARACAS
AMEMBASSY LA PAZ
AMEMBASSY LIMA
AMEMBASSY QUITO
AMEMBASSY SANTIAGO

LIMITED OFFICIAL USE STATE 188124

E.O. 11652: N/A

TAGS:BEXP, CO, VE, BL, PE, EC, CI

SUBJECT: COLOR TV IN ANDEAN AREA

REF: (A) BOGOTA 6977; (B) CARACAS 7156; (C) CARACAS 7308;
(D) LIMA 6360; (E) QUITO 5099; (F) SANTIAGO 4588;
(G) MEXICO 6762

1. INTER-AGENCY TASK FORCE ON COLOR TV STANDARDIZATION IN
LATIN AMERICA MET AUGUST 15 TO REVIEW REFTELS AND CONSIDER
FUTURE COURSES OF ACTION.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 188124

2. TASK FORCE NOTED THAT SOME REFTELS STRESS HOST GOVERNMENT'S CONCERNS THAT ADOPTION OF NTSC SYSTEM WOULD OPEN DOOR FOR WHAT THEY VIEW AS EXCESSIVE U.S. CULTURAL AND PROPAGANDISTIC ENCROACHMENTS IN THEIR COUNTRIES. TASK FORCE SUGGESTS THAT POSTS TACTFULLY DRAW ON THE FOLLOWING COUNTER-ARGUMENTS, IF AND AS APPROPRIATE, IN DISCUSSIONS WITH HOST-COUNTRY DECISION-MAKERS:

(A) ADOPTION OF THE ALTERNATIVE SYSTEM, PAL, WOULD OPEN DOOR TO MORE BRAZILIAN CULTURAL INFLUENCE IN THESE COUNTRIES.

(B) ADOPTION OF NTSC WOULD FACILITATE RECEPTION NOT ONLY OF U.S. PROGRAMS BUT ALSO MANY OTHERS; SEE REF. G, WHICH IS BEING REPEATED TO ALL ADDRESSEES, AND WHICH REPORTS THE

RECENT ESTABLISHMENT OF A MEXICAN GOVERNMENT-CONTROLLED CORPORATION TO PROMOTE TV PROGRAM EXCHANGE THROUGHOUT LATIN AMERICA VIA SATELLITE IN ORDER TO, AS THE GOM MINISTER OF INTERIOR DECLARED, "STRENGTHEN THE TIES OF THE LATIN AMERICAN CONFRATERNITY AND THE FIGHT FOR THE SOCIAL AND ECONOMIC LIBERATION OF OUR PEOPLES."

(C) THE RELATIVELY ENORMOUS QUANTITY AND BROAD VARIETY OF PROGRAMS AVAILABLE FROM U.S. MAKE IT POSSIBLE FOR RECIPIENT COUNTRIES TO PICK AND CHOOSE PROGRAMS THAT SATISFY THE COUNTRIES' OWN INTERESTS AND CONCERNS.

3. TASK FORCE DECIDED WOULD BE USEFUL TO SEEK TO INDUCE GOM TO MAKE A PITCH TO ANDEAN COUNTRIES, IN FAVOR OF NTSC; SEPTTEL IS BEING SENT TO EMBASSY MEXICO AND REPEATED TO ADDRESSEE POSTS. - -

4. WE NOTE SOME ANDEAN GOVERNMENTS HAVE TACITLY OR EXPLICITLY TAKEN POSITION AGAINST EARLY INTRODUCTION OF COLOR TV IN THEIR RESPECTIVE COUNTRIES, ON GROUNDS IT IS A LUXURY. POSTS SHOULD TAKE CARE NOT TO GIVE IMPRESSION THAT USG OR US FIRMS ARE PRESSING FOR EARLY INTRODUCTION OF COLOR TV. OUR INTEREST, RATHER, IS TO SEE TO IT THAT WHEN AND IF DECISIONS ARE MADE RE COLOR TV, THEY ARE MADE LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 STATE 188124

IN FAVOR OF NTSC SYSTEM. - -

5. WE URGE POSTS THAT HAVE NOT ALREADY IDENTIFIED AND REPORTED TO US THE DECISION-MAKERS IN THEIR HOST COUNTRIES, AS REQUESTED IN STATE 164164 (PARA. 4 UNDER "ACTION REQUESTED"), DO SO PROMPTLY. FURTHER, WE REQUEST POSTS TO CONSIDER WHETHER PARTICULAR DECISION-MAKERS SHOULD BE BROUGHT TO U.S. UNDER LEADER GRANTS, FOR DISCUSSIONS WITH

COLOR TV EQUIPMENT SUPPLIERS HERE AND FOR FIRST-HAND LOOK AT U.S. FACILITIES AND CAPABILITIES (EMBASSY BOGOTA HAS ALREADY BEGUN DOING THIS). PLEASE DISCUSS POSSIBILITIES WITH YOUR RESPECTIVE USIS OFFICERS AND APPROPRIATE COUNTRY TEAM MEMBERS. NOTE THAT A LEAD TIME OF AT LEAST TWO MONTHS IS REQUIRED BETWEEN TIME A NOMINATION IS RECEIVED IN STATE (CU) AND TIME THE RESPECTIVE LEADER GRANTEE'S TRIP CAN COMMENCE. AS A RULE, CU PAYS THE ROUND-TRIP TRANSPORTATION FARE FOR THE GRANTEE FROM THE COUNTRY TO WASHINGTON, PLUS UP TO DOLS. 500 FOR HIS OR HER TRAVEL WITHIN THE U.S., PLUS PER DIEM OF DOLS. 35 A DAY FOR UP TO 30 DAYS. IN ADDITION, INTERESTED U.S. FIRMS MAY PAY FOR FURTHER TRAVEL COSTS WITHIN THE U.S. AND MAY UNDERTAKE REPRESENTATIONAL FUNCTIONS FOR THE GRANTEE. THE PROGRAM FOR EACH GRANTEE IS WORKED UP BY THE GOVERNMENTAL AFFAIRS INSTITUTE (GAI), A PRIVATE ENTITY, UTILIZING ADVICE FROM

RELEVANT USG AGENCIES, SUCH AS USDOC IN THE CASE OF BUSINESS VISITORS.

6. FOR LIMA: PLEASE REPORT PROMPTLY ON THE RECOMMENDATION WHICH SUPPOSEDLY WAS TO HAVE BEEN SUBMITTED TO THE JUNTA IN LATE JULY BY THE CHILEAN-COLOMBIAN STUDY GROUP REGARDING INTRA-ANCOM STANDARDIZATION OF COLOR TV (SEE CALI 193, PARA. 3). IF THE RECOMMENDATION HAS BEEN SUBMITTED, REPORT FULL DETAILS. IF NOT, PLEASE TRY TO GET A READING AS TO WHEN IT MIGHT BE SUBMITTED AND WHAT IT IS LIKELY TO BE. RE YOUR QUERY IN REF. D, PARA. 4, WE BELIEVE FUNDS COULD BE MADE AVAILABLE, AS INDICATED ABOVE IN PARA. 5.

7. FOR LA PAZ: PLEASE EXPEDITE RESPONSE TO STATE 164164.

LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 04 STATE 188124

8. FOR CARACAS: TASK FORCE CONCURS WITH AMBASSADOR'S VIEW THAT THIS MATTER CAN BEST BE HANDLED AT HIS OWN LEVEL. WE ARE GRATIFIED TO NOTE ASSESSMENT THAT "TREND IS VERY MUCH IN U.S. FAVOR." HOWEVER, WE NOTE FROM CARACAS 6994 TECHNICAL EXPERT DR. BUSTILLOS REPORTEDLY TESTIFIED BEFORE VENEZUELAN SENATE COMMITTEE THAT IN HIS OPINION PAL SYSTEM WOULD BE MUCH PREFERABLE TO NTSC, AND THAT THE THOUSANDS OF NTSC COLOR TV SETS ALREADY IN THE COUNTRY COULD READILY BE CONVERTED TO PAL BY INSTALLATION OF AN INEXPENSIVE KIT. WOULD APPRECIATE YOUR VIEW AS TO HOW MUCH WEIGHT THIS TESTIMONY IS LIKELY TO HAVE ON GOV'S POSITION RE INTRA-ANDEAN STANDARDIZATION OF COLOR TV.

9. FOR QUITO: WE WILL FOLLOW UP YOUR WELCOME SUGGESTION

THAT U.S. PARTICIPANTS IN INTER-AMERICAN TELECOMMUNICATIONS CONFERENCE TO BE HELD IN QUITO SEPTEMBER 16-21 BE BRIEFED ON THIS SUBJECT.

10. FOR BOGOTA: WOULD APPRECIATE RECEIVING FROM YOU PROMPTLY AS FEASIBLE ANY INDICATIONS OF NEW GOVERNMENT'S ATTITUDE. ALSO, PLEASE TRY TO OBTAIN AND REPORT RELEVANT INFORMATION FROM THE COLOMBIAN PARTICIPANTS IN THE STUDY GROUP (SEE PARA. 6 ABOVE).

11. FOR SANTIAGO: IN ACCORDANCE WITH YOUR SUGGESTION (REF. F), WE ARE INVESTIGATING FEASIBILITY OF DISPLAYING NTSC SYSTEM AT FISA. WE WILL KEEP YOU INFORMED. MEANWHILE, PLEASE TRY TO OBTAIN AND REPORT RELEVANT INFORMATION FROM THE CHILEAN PARTICIPANTS IN THE STUDY GROUP (SEE PARA. 6 ABOVE). KISSINGER

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: martinml
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE188124
Document Source: CORE
Document Unique ID: 00
Drafter: EMCOHEN:JD
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740237-0714
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740814/aaaaaljh.tel
Line Count: 185
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: (A) BOGOTA 6977; (B) CARACAS 7156; (, C) CARACAS 7308;
Review Action: RELEASED, APPROVED
Review Authority: martinml
Review Comment: n/a
Review Content Flags:
Review Date: 09 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 SEP 2002 by kelleyw0>; APPROVED <26 FEB 2003 by martinml>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COLOR TV IN ANDEAN AREA
TAGS: BEXP, CO, VE, BL, PE, EC, CI
To: BOGOTA MULTIPLE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005